

Set	Items	Description
S1	3	AU=(THEARLING K? OR THEARLING, K?)
S2	1521842	DATA() (BASE? OR FILE? OR MINE? OR BANK?) OR DATABASE? OR D- ATAFILE? OR DATAMIN? OR DATABANK? OR STORAGE OR DB OR RECORD? ? OR SERVER OR CENTRAL() FILE
S3	819	MARKET?(7N) (CAMPAIGN? OR PROMOTIOM OR PROMO OR ADVERT? OR - AD)
S4	999063	SEQUENC? OR ORDER? ?
S5	3422663	PLURAL? OR SEVERAL OR VARIOUS OR MANY OR MULTIPL? OR NUMER- OUS OR DIFFERENT?
S6	37	S2 AND S3 AND S4
S7	38717	S4 (5N) S5
S8	6104	S7 AND S2
S9	0	S8 AND S3
S10	25	S6 AND IC=G06F-017/60
S11	2	S1 AND S2
S12	27	S10 OR S11

? show file

File 344:Chinese Patents Abs Aug 1985-2004/May

(c) 2004 European Patent Office

File 347:JAPIO Nov 1976-2004/May(Updated 040903)

(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200462

(c) 2004 Thomson Derwent

File 371:French Patents 1961-2002/BOPI 200209

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12/5/1 (Item 1 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2004 JPO & JAPIO. All rts. reserv.

07483492 \*\*Image available\*\*  
COMMUNITY INFORMATION SYSTEM AND BUSINESS

PUB. NO.: 2002-352010 [JP 2002352010 A]  
PUBLISHED: December 06, 2002 (20021206)  
INVENTOR(s): HIROBE KINUMI  
ASAURA KEIKI  
APPLICANT(s): NEC CORP  
APPL. NO.: 2001-159993 [JP 2001159993]  
FILED: May 29, 2001 (20010529)  
INTL CLASS: G06F-017/60 ; G06F-012/00; G06F-012/14; G06F-017/30

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a system using an information provider, which can distribute information of high reliability in a community, and to provide **marketing** and **advertising** business using this system.

SOLUTION: A portable **storage** device 1 such as an IC card is used to collect the action history of a user, and this information is taken as a proof of provided information to not only protect his or her privacy but also improve the reliability of information. The reliability of provided information is calculated from the action history of the user, and the calculated reliability is presented together with provided information. In **order** to prompt the user to provide information, a coupon is given to the user in reward for information provision to a service **server**. A profile **server** 3 is used to manage personal information of the user, and contents of services provided by the service **server** 4 are changed in accordance with an individual attribute or history and are provided for the user.

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12/5/2 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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016430335 \*\*Image available\*\*  
WPI Acc No: 2004-588252/200457  
XRPX Acc No: N04-465570

**Marketing system for sales promotion of goods, has marketing data management server of goods manufacturer that receives customer's personal information and point of sale data of purchased goods, to perform marketing analysis**

Patent Assignee: HITACHI SOFTWARE ENG CO LTD (HISF )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2004234478	A	20040819	JP 200324181	A	20030131	200457 B

Priority Applications (No Type Date): JP 200324181 A 20030131

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 2004234478	A	10	G06F-017/60	

Abstract (Basic): JP 2004234478 A

NOVELTY - A sales information management **server** transmits the

point of sale (POS) data of the purchased campaign goods to the customer's personal information management **server** , when a customer purchases goods. The marketing data management **server** of goods manufacturer, receives the customer's personal information and POS data from the personal identification management **server** , and performs marketing analysis.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for marketing method.

USE - **Marketing** system for implementing **campaign** activity for purpose of sales promotion of goods and new products.

ADVANTAGE - The customer can participate in the campaign activity easily and safely. Also the cost of sponsor side of campaign activity.

DESCRIPTION OF DRAWING(S) - The figure shows an explanatory view of the processing **sequence** of the marketing system. (Drawing includes non-English language text).

pp; 10 DwgNo 2/5

Title Terms: MARKET; SYSTEM; SALE; PROMOTE; GOODS; MARKET; DATA; MANAGEMENT ; SERVE; GOODS; MANUFACTURE; RECEIVE; CUSTOMER; PERSON; INFORMATION; POINT; SALE; DATA; PURCHASE; GOODS; PERFORMANCE; MARKET; ANALYSE

Derwent Class: T01; T05

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/3 (Item 2 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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016199836 \*\*Image available\*\*

WPI Acc No: 2004-357722/200434

XRPX Acc No: N04-286099

**Permission record management method for marketing goods wherein a facilitator holds customer marketing permissions and selects the advertising sent based on the permissions**

Patent Assignee: ID SECURE PTY LTD (IDSE-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
AU 2003203601	A1	20031023	AU 2003203601	A	20030409	200434 B

Priority Applications (No Type Date): AU 20021592 A 20020409

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
AU 2003203601	A1	121	G06F-017/60	

Abstract (Basic): AU 2003203601 A1

NOVELTY - The customer provides permission data to the facilitator (4) who stores the information in a secure **database** on the **server** (12) behind the firewall (14) which in turn connects to the Internet (13) and the telecom network (15). The merchant (3) creates a marketing **record** to indicate the goods and / or services on offer and the methods of marketing to be used e.g. a newsletter distributed by surface mail , a flyer distributed by email etc. and forwards this to the facilitator along with information on the target group. The facilitator then compares the marketing **record** with the permission **database** and forwards the advertising to the customers in the target group according to their permission preferences. Any **orders** generated are passed to the merchant.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for

(1) A method for marketing to a first party on or more goods.

(2) A method for a first party to manage marketing information from a second party.

(3) A method for a plurality of first parties to manage marketing information.

(4) A system for managing a permission **record** of a first party.

(5) A system for managing a plurality of permission **records**.

USE - For managing permissions for marketing, medical, educational or business.

ADVANTAGE - The customers are able to control the type of marketing information they receive from the merchants and from which of those merchants the information is received. The customers are able to vary the permission **record** dynamically, as the preferences change the superseded preferences will no longer be used in subsequent campaigns. For the customers to gain control over the type of marketing they receive and thereby avoid receiving unsolicited marketing material from the merchants, they must provide preferences for marketing information. These preferences are extremely useful in allowing the merchant to get a far more focussed approach to a **marketing campaign** without having to contact the customers.

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram of the marketing permissions system.

merchant (3)

Facilitator (4)

**server** (12)

Internet (13)

telecom network (15)

pp; 121 DwgNo 1/1

Title Terms: PERMIT; **RECORD**; MANAGEMENT; METHOD; MARKET; GOODS; HOLD; CUSTOMER; MARKET; SELECT; ADVERTISE; SEND; BASED

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/4 (Item 3 from file: 350)**

DIALOG(R) File 350:Derwent WPIX

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016111438 \*\*Image available\*\*

WPI Acc No: 2004-269314/200425

XRPX Acc No: N04-212993

**Computer system for pay for performance advertising system, returns search results which include advertising listings having keywords that match search term and are ordered based on financial statistic associated with keywords**

Patent Assignee: FINDWHAT.COM (FIND-N); GARCIA A A (GARC-I); HART S P (HART-I); NEUMANN P T (NEUM-I); PISARIS-HENDERSON C A (PISA-I); PROTHEROE R L (PROT-I); RAE D C (RAED-I); THUNE P R (THUN-I); WILLIAMS J B (WILL-I)

Inventor: GARCIA A A; HART S P; NEUMANN P T; PISARIS-HENDERSON C A; PROTHEROE R L; RAE D C; THUNE P R; WILLIAMS J B

Number of Countries: 105 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200421152	A2	20040311	WO 2003US27474	A	20030829	200425 B
US 20040133471	A1	20040708	US 2002407533	P	20020830	200445
			US 2002418022	P	20021011	
			US 2003654134	A	20030902	
AU 2003268374	A1	20040319	AU 2003268374	A	20030829	200462

Priority Applications (No Type Date): US 2002418022 P 20021011; US 2002407533 P 20020830; US 2003654134 A 20030902

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200421152 A2 E 51 G06F-000/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO  
NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US  
UZ VC VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB  
GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ  
UG ZM ZW

US 20040133471 A1 G06F-017/60 Provisional application US 2002407533

AU 2003268374 A1 G06F-000/00 Provisional application US 2002418022  
Based on patent WO 200421152

Abstract (Basic): WO 200421152 A2

NOVELTY - A query processing unit (120) submits a search query based on search term generated by a client (115), to determine a set of advertiser listings associated with partition in the advertising keyword **database**. Search results which include advertising listings having keywords that match the search term and are ordered based on financial statistic associated with the keywords, are returned to the client.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for pay for performance advertising service provision method.

USE - For pay for performance **advertising** system used for **marketing** through internet.

ADVANTAGE - Enables to outsource the pay for performance advertising service to several web site providers having branded client and customer interfaces.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the computer system. (Drawing includes non-English language text).

**server** (100)  
internet (105)  
query client(120) query processing unit (115)  
advertising client (140)  
pp; 51 DwgNo 1/16

Title Terms: COMPUTER; SYSTEM; PAY; PERFORMANCE; ADVERTISE; SYSTEM; RETURN;  
SEARCH; RESULT; ADVERTISE; KEYWORD; MATCH; SEARCH; TERM; **ORDER** ; BASED;  
FINANCIAL; STATISTICAL; ASSOCIATE; KEYWORD

Derwent Class: T01

International Patent Class (Main): G06F-000/00; **G06F-017/60**

File Segment: EPI

**12/5/5 (Item 4 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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016107004 \*\*Image available\*\*

WPI Acc No: 2004-264880/200425

**Data collection system for receiving advertisement order , and  
transaction operating method using collected data over online network**

Patent Assignee: PARK Y S (PARK-I)

Inventor: KIM J E; MUN C S; PARK Y S; YOO S Y

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
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KR 2003092778 A 20031206 KR 200230599 A 20020531 200425 B

Priority Applications (No Type Date): KR 200230599 A 20020531

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2003092778	A		1	G06F-017/60	

Abstract (Basic): KR 2003092778 A

NOVELTY - An advertisement **order** related data collection system and a transaction operating method are operated to enable an **advertisement** producer to additionally perform an **advertisement marketing** activity to customers of cooperated companies connected over an online network.

DETAILED DESCRIPTION - The method comprises several steps. A cooperated company progresses the first transaction by using a business program offered by an advertisement producer(200, 202). General customer data and transaction data are stored on a terminal when the cooperated company makes a contract with customers(204). The cooperated company checks whether the general customer data and the transaction data includes additional business data needed for the advertisement producer(206, 208). An advertisement **server** receives the additional business data from the cooperation company, classifies the additional business data, and stores the data at a **database** (210). The additional business data is processed according to a format(212). The advertisement producer progresses the second transaction with the customer by using the additional business data(214, 216). The customer transmits advertisement **order** data to the advertisement producer via the cooperated company(218).

pp; 1 DwgNo 1/10

Title Terms: DATA; COLLECT; SYSTEM; RECEIVE; ADVERTISE; **ORDER** ; TRANSACTION; OPERATE; METHOD; COLLECT; DATA; NETWORK

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/6 (Item 5 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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016032685 \*\*Image available\*\*

WPI Acc No: 2004-190536/200418

Related WPI Acc No: 2004-179251; 2004-224831

XRPX Acc No: N04-151200

**Multi- market advertisement broadcasts analyzing method, involves recording electronic detections of actual market-broadcast instances and multi-market broadcast orders in database , and associating instances with respective orders**

Patent Assignee: WHYMARK T J (WHYM-I)

Inventor: WHYMARK T J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20040024633	A1	20040205	US 2002384362	P	20020530	200418 B
			US 2002278332	A	20021023	

Priority Applications (No Type Date): US 2002384362 P 20020530; US 2002278332 A 20021023

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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Abstract (Basic): US 20040024633 A1

NOVELTY - The method involves recording information of set of commercial advertisements and its unique identifiers in a **database** . Electronic detections of actual market-broadcast instances are received and details regarding the detections are recorded in the **database** along with a set of multi- **market** broadcast **orders** of the **advertisements** . The actual **market** -broadcast instances are then associated with a related **order** in the **database** .

USE - Used for analyzing broadcasts of commercial advertisements on commercial mediums such as commercial radio, television airwave frequency, cable television system, satellite television and satellite radio system.

ADVANTAGE - The method improves matching of multi- **market** broadcasts of **advertisement** to multi- **market** **advertising orders** , thereby providing accurate matching, confirmation and reporting for a large number of broadcasts over a large number of broadcast markets. The method improves efficiency and accuracy of confirming fulfillment of **order** for broadcast items, and the ability to produce dynamic reports or fulfilled and unfilled **orders** .

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic diagram of the multi-market broadcast analyzing method.

pp; 24 DwgNo 1/11

Title Terms: MULTI; MARKET; ADVERTISE; BROADCAST; METHOD; **RECORD** ;  
ELECTRONIC; DETECT; ACTUAL; MARKET; BROADCAST; INSTANCE; MULTI; MARKET;  
BROADCAST; **ORDER** ; **DATABASE** ; ASSOCIATE; INSTANCE; RESPECTIVE; **ORDER**  
Derwent Class: T01; W02; W05  
International Patent Class (Main): **G06F-017/60**  
File Segment: EPI

12/5/7 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
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016021400 \*\*Image available\*\*  
WPI Acc No: 2004-179251/200417  
Related WPI Acc No: 2004-190536; 2004-224831  
XRPX Acc No: N04-142546

**Multi- market broadcasts analyzing method for commercial advertisement , involves recording information related to broadcast orders of advertisements in computer database and associating instances with order for advertisement**

Patent Assignee: WHYMARK T J (WHYM-I); AUDIOAUDIT INC (AUDI-N)

Inventor: WHYMARK T J

Number of Countries: 105 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20040015400	A1	20040122	US 2002384362	P	20020530	200417 B
			US 2002274018	A	20021018	
			US 2002278332	A	20021023	
			US 2003465722	A	20030619	
WO 200436388	A2	20040429	WO 2003US33187	A	20031017	200429

Priority Applications (No Type Date): US 2002384362 P 20020530; US 2002274018 A 20021018; US 2002278332 A 20021023; US 2003465722 A 20030619

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20040015400	A1		27	H04N-007/25	Provisional application US 2002384362

CIP of application US 2002274018  
CIP of application US 2002278332

WO 200436388 A2 E G06F-000/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO  
NZ OM PG PH PL PT RO RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ  
VC VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB  
GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ  
UG ZM ZW

Abstract (Basic): US 20040015400 A1

NOVELTY - The method involves recording information relating  
detections of actual market-broadcast instances in a computer **database**  
. One of the instances is associated in the **database** , where the  
instances have broadcast **markets** . Information related to broadcast  
**orders** of **advertisements** is recorded in the **database** . The  
instances are associated with the **order** for the advertisement  
recorded in the **database** .

USE - Used for analyzing multi- **market** broadcasts of a commercial  
**advertisement** .

ADVANTAGE - The method associates the broadcast instances to the  
advertisements, thereby reporting fulfilled and unfulfilled **orders** in  
an efficient manner.

DESCRIPTION OF DRAWING(S) - The drawing shows a schematic view of a  
method of analyzing multi- **market** broadcasts of a commercial  
**advertisement** .

pp; 27 DwgNo 1/11

Title Terms: MULTI; MARKET; BROADCAST; METHOD; COMMERCIAL; ADVERTISE;  
**RECORD** ; INFORMATION; RELATED; BROADCAST; **ORDER** ; ADVERTISE; COMPUTER;  
**DATABASE** ; ASSOCIATE; INSTANCE; **ORDER** ; ADVERTISE

Derwent Class: T01

International Patent Class (Main): G06F-000/00; H04N-007/25

International Patent Class (Additional): G06F-003/00; G06F-013/00;

**G06F-017/60** ; H04N-005/445; H04N-007/10

File Segment: EPI

**12/5/8 (Item 7 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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015909530

WPI Acc No: 2004-067370/200407

**Method for book mail marketing using e-mail equipped with e-book**

Patent Assignee: KIM K T (KIMK-I)

Inventor: KIM K T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003072681	A	20030919	KR 200211825	A	20020306	200407 B

Priority Applications (No Type Date): KR 200211825 A 20020306

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2003072681	A		G06F-017/60	

Abstract (Basic): KR 2003072681 A



NOVELTY - A method for the book mail marketing using an e-mail equipped with an e-book is provided to make each businessman complete an **advertisement marketing** process through one book mail forwarding by making the businessmen post up an advertisement on a page in the e-book and offering the book mail to mail users.

DETAILED DESCRIPTION - An advertiser selects the e-book of a desired genre from a **server**. The advertiser makes a bid for an advertisement space in the e-book selected by the advertiser. A bidding result is set by an **order** of the bidding price and is informed to the advertiser. The e-book is completed by inserting the advertisement. The e-mail equipped with the e-book is forwarded to an e-mail address included in an e-mail **database**.

DwgNo 0/0

Title Terms: METHOD; BOOK; MAIL; MARKET; MAIL; EQUIP; BOOK

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/9 (Item 8 from file: 350)**

DIALOG(R) File 350:Derwent WPIX

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015831367 \*\*Image available\*\*

WPI Acc No: 2003-893571/200382

**Advanced keyword advertising service supply system and method records user actions in database**

Patent Assignee: LEE D W (LEED-I); LIM K J (LIMK-I)

Inventor: LEE D W; LIM K J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2003063253	A	20030728	KR 200333526	A	20030527	200382 B

Priority Applications (No Type Date): KR 200333526 A 20030527

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2003063253	A	1	G06F-017/60	

Abstract (Basic): KR 2003063253 A

NOVELTY - A system and method for supplying an advanced keyword search word advertising service is provided to plan a target **advertisement** by on-line **advertisement market** based on the number of clicks with respect to an advertisement having a fair possibility to be connected to an actual result and a graded exposure **order** according to execution scales of advertising costs.

DETAILED DESCRIPTION - A client is interlocked with a media system and operated(S302). When a general search utilization client uses a search service of the media system(S303), the client receives a search keyword query in a searching page and transmits the search keyword query to a **server** as a TCP/IP method(S304,S306). A processing unit checks a keyword integrity, and an RDBMS checks a keyword registered in a corresponding media system, extracts a registered keyword advertisement, and transmits the registered keyword advertisement to the client(S308,S309). At this time, data are manufactured as a normal HTML form and transmitted with a result code(S310). The media system receives a packet in the client and pushes the packet on a search screen(S312). When an Internet user clicks an advertisement being displayed as the above progress, the clicking process is recorded in the RDBMS(S313). At this time, a subtraction is executed based on a

price per result recorded by an advertiser, the **record** is stored(S314).

USE - Internet advertising.

DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart of the method.

pp; 1 DwgNo 1/10

Title Terms: ADVANCE; KEYWORD; ADVERTISE; SERVICE; SUPPLY; SYSTEM; METHOD;  
**RECORD ; USER; ACTION; DATABASE**

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/10 (Item 9 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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015775222 \*\*Image available\*\*

WPI Acc No: 2003-837424/200378

XRPX Acc No: N03-669539

Marketing **center apparatus in mobile marketing system, transmits advertisement produced based on advertising raw material about goods having necessity for advertising dispatch, to customer's personal digital assistant by e-mail**

Patent Assignee: MITSUBISHI ELECTRIC CORP (MITQ )

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2003256707	A	20030912	JP 200260843	A	20020306	200378 B

Priority Applications (No Type Date): JP 200260843 A 20020306

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 2003256707	A		14	G06F-017/60	

Abstract (Basic): JP 2003256707 A

NOVELTY - A determination unit (3) determines goods having necessity for advertising dispatch, based on goods reservation status. A synthesis unit (9) produces advertisement based on advertising raw material for goods stored in goods information **database** (8). A dispatch unit (10) transmits the produced advertisement to a customer's personal digital assistant through e-mail.

USE - In mobile **marketing** system for transmitting **advertisements** to customer's personal digital assistant (PDA), personal handyphone system (PHS).

ADVANTAGE - The advertisement is securely dispatched effectively only to the specific customers, without leakage. The marketing connected to a customer's acceptance of **orders** is effectively performed.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the mobile marketing system. (Drawing includes non-English language text).

marketing center apparatus (1)  
reservation status **database** (2)  
advertising dispatch necessity determination unit (3)  
customer information **database** (4)  
goods information **database** (8)  
advertisement synthesis unit (9)  
dispatch unit (10)  
pp; 14 DwgNo 1/7

Title Terms: MARKET; APPARATUS; MOBILE; MARKET; SYSTEM; TRANSMIT; ADVERTISE  
; PRODUCE; BASED; ADVERTISE; RAW; MATERIAL; GOODS; NECESSARY; ADVERTISE;  
DISPATCH; CUSTOMER; PERSON; DIGITAL; ASSIST; MAIL  
Derwent Class: T01; W01  
International Patent Class (Main): G06F-017/60  
File Segment: EPI

12/5/11 (Item 10 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015726379 \*\*Image available\*\*  
WPI Acc No: 2003-788579/200374  
Related WPI Acc No: 2003-804399  
XRPX Acc No: N03-631874

Promotional marketing campaign creating method, involves associating  
offer distribution mode with segment definition such that definition,  
offer and mode are all allied with campaign, and analyzing generated  
results

Patent Assignee: VENTURE CATALYST INC (VENT-N); SAENZ J (SAEN-I)  
Inventor: CALDERONELLO J; CARLSON D; COHN J; GOLDWASSER M J; KLANDER A;  
KLANDER L; NYDAM D; SAENZ J; WINKLER C  
Number of Countries: 103 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200385483	A2	20031016	WO 2003US10299	A	20030403	200374 B
AU 2003221792	A1	20031020	AU 2003221792	A	20030403	200436
US 20040143496	A1	20040722	US 2002370103	P	20020403	200449
			US 2003406561	A	20030403	
			US 2003699631	A	20031030	

Priority Applications (No Type Date): US 2003370103 A 20030403; US  
2002370103 P 20020403; US 2003406561 A 20030403; US 2003699631 A 20031030

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200385483	A2	E	129	G06F-000/00	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO  
NZ OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC  
VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB  
GH GM GR HU IE IT KE LS LU MC MW MZ NL OA PT RO SD SE SI SK SL SZ TR TZ  
UG ZM ZW

AU 2003221792	A1		G06F-000/00	Based on patent WO 200385483
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US 20040143496	A1		G06F-017/60	Provisional application US 2002370103
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CIP of application US 2003406561

Abstract (Basic): WO 200385483 A2

NOVELTY - The method involves maintaining a **database** of  
information linked to a set of customers. A segment definition related  
to a segment population of a customer is created. An offer distribution  
mode is associated with the definition such that the definition, an  
offer associated with the definition and the mode are all allied with a  
campaign. Expected results are generated and are analyzed to adjust the  
offer and the definitions.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for a  
promotional campaign management system.

USE - Used for creating promotional campaigns.

ADVANTAGE - The offer and the segment definitions are adjusted until a desired return- on-investment is obtained, so that the wastage of the marketing resources is avoided.

DESCRIPTION OF DRAWING(S) - The drawing shows a flowchart of a high-level **sequence** of operations performed in connection with creating a promotional campaign.

pp; 129 DwgNo 6/73

Title Terms: PROMOTE; MARKET; CAMPAIGN; METHOD; ASSOCIATE; OFFER;  
DISTRIBUTE; MODE; SEGMENT; DEFINE; DEFINE; OFFER; MODE; ALLIED; CAMPAIGN;  
GENERATE; RESULT  
Derwent Class: T01  
International Patent Class (Main): G06F-000/00; **G06F-017/60**  
File Segment: EPI

12/5/12 (Item 11 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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015394886 \*\*Image available\*\*

WPI Acc No: 2003-457027/200343

XRFX Acc No: N03-363504

**Data collecting apparatus in e-commerce applications, database on webserver that stores data about items that have been previously sold on various e-commerce websites**

Patent Assignee: ZEIDMAN R M (ZEID-I)

Inventor: ZEIDMAN R M

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030069740	A1	20030410	US 2001972264	A	20011009	200343 B

Priority Applications (No Type Date): US 2001972264 A 20011009

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030069740	A1		15	G06F-017/60	

Abstract (Basic): US 20030069740 A1

NOVELTY - A **database** (303) on a webserver stores data about the items that have been previously sold on various e-commerce websites. An application sever software (301) allows a seller software (307) to make request, in **order** to get sales history of specific item provided by the seller, for sale.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

(1) method for allowing seller of items to collect data from e-commerce website; and

(2) **database** updating method with data from e-commerce websites.

USE - For collecting data such as Internet auctions and marketplaces from e-commerce websites for companies and individuals, to know about items offered for sale over Internet.

ADVANTAGE - Reduces **marketing**, **advertising**, shipping and distribution expenses, since sales history of specific item is stored in **database**.

DESCRIPTION OF DRAWING(S) - The figure shows an application **server** program connected to a seller computer and an online auction website webserver computer.

application **server** software (301)

agent program (302)

**database** (303)

auction website software (305)  
sever connection software (306)  
seller software (307)  
pp; 15 DwgNo 3/11  
Title Terms: DATA; COLLECT; APPARATUS; APPLY; DATABASE ; STORAGE ; DATA;  
ITEM; SOLD; VARIOUS  
Derwent Class: T01; T05; W01  
International Patent Class (Main): G06F-017/60  
File Segment: EPI

12/5/13 (Item 12 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015027940 \*\*Image available\*\*  
WPI Acc No: 2003-088457/200308

**Distributed management system for banner ad**  
Patent Assignee: NETIMORE CO LTD (NETI-N)  
Inventor: BAE J H; KIM J M  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002062015	A	20020725	KR 20013215	A	20010119	200308 B

Priority Applications (No Type Date): KR 20013215 A 20010119  
Patent Details:  
Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2002062015 A 1 G06F-017/60

Abstract (Basic): KR 2002062015 A

NOVELTY - A distributed management system for a banner AD is provided to enable a web site operator not to need a **marketing** organization for inducing the **AD** and to enable an advertiser to maximize the AD effect by managing the distribution of a banner and the performance such as a click and an impression for the banner printed to a web site.

DETAILED DESCRIPTION - A plurality of web servers(21-22) is connected to a banner **server** (11) managing the distribution and the operation of the banner through the Internet and a network. A plurality of user computers(41-44) is connected to the web **server** through the Internet(31-32). If the user visits a web site, the web **server** transfers the information of the web **server** to the banner **server** by operating a Java script in **order** to interface between the banner **server** and the web **server** operating the web site. The banner **server** decides the web **server** printing the banner requested by the advertiser from a plurality of web servers. If the user visits the selected web **server** , the banner **server** measures and manages the clicks and the impression of the printed banner as well as shows the set banner to the visitor.

pp; 1 DwgNo 1/10  
Title Terms: DISTRIBUTE; MANAGEMENT; SYSTEM; BANNER  
Derwent Class: T01  
International Patent Class (Main): G06F-017/60  
File Segment: EPI

12/5/14 (Item 13 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014614526      \*\*Image available\*\*

WPI Acc No: 2002-435230/200246

XRPX Acc No: N02-342606

**Access providing system to product data in real time or delayed for  
permitting TVs, personal computers or personal digital assistants to  
receive marketing and advertisements**

Patent Assignee: FUISZ R (FUIS-I); FUISZ R C (FUIS-I)

Inventor: FUISZ R C; FUISZ R

Number of Countries: 094    Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200227553	A1	20020404	WO 2001US29789	A	20010925	200246 B
AU 200194655	A	20020408	AU 200194655	A	20010925	200252
US 20020128999	A1	20020912	US 2000234981	A	20000925	200262
			US 2001961392	A	20010925	

Priority Applications (No Type Date): US 2000234981 P 20000925; US  
2001961392 A 20010925

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200227553	A1	E	33	G06F-017/30	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT  
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200194655	A			G06F-017/30	Based on patent WO 200227553
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US 20020128999	A1			G06F-007/00	Provisional application US 2000234981
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Abstract (Basic): WO 200227553 A1

NOVELTY - When a user selects an item through use of a selection device (25), the system searches the grid coordinates being selected as a function of program time and displays the appropriate marketing information (26). When an object (24) is shown in the display (20), the object is clicked to obtain the marketing information.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for a visual image marketing method, for a method for providing marketing information and for a method for processing a **sequence** of images.

USE - Accessing product data for display on a visual display.

ADVANTAGE - Providing real time or delayed access to **database**.

DESCRIPTION OF DRAWING(S) - The drawing shows a video screen

Selection device (25)

Marketing information (26)

Object (24)

Display (20)

pp; 33 DwgNo 5/9

Title Terms: ACCESS; SYSTEM; PRODUCT; DATA; REAL; TIME; DELAY; PERMIT;

PERSON; COMPUTER; PERSON; DIGITAL; ASSIST; RECEIVE; MARKET; ADVERTISE

Derwent Class: T01; W03; W04

International Patent Class (Main): G06F-007/00; G06F-017/30

International Patent Class (Additional): **G06F-017/60** ; H04N-005/445

File Segment: EPI

**12/5/15      (Item 14 from file: 350)**

DIALOG(R) File 350:Derwent WPIX

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014569906      \*\*Image available\*\*

WPI Acc No: 2002-390609/200242

**Electronic mail marketing service agency method**

Patent Assignee: DATAWAVE SYSTEM INC (DATA-N)

Inventor: LEE G S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001111690	A	20011220	KR 200032301	A	20000613	200242 B

Priority Applications (No Type Date): KR 200032301 A 20000613

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001111690	A		1	G06F-017/60	

Abstract (Basic): KR 2001111690 A

NOVELTY - An electronic mail marketing service agency method is provided so that a member can receive useful **marketing** electronic mails by selecting information and **advertisements** according to properties of the member and transmitting the information and advertisement to the member.

DETAILED DESCRIPTION - A member of a web site for executing an electronic mail marketing service clicks an electronic mail service menu of an affiliated web site in **order** to apply for a marketing electronic mail service(401). An electronic mail address of the member is registered in a member information **database** (402). The member selects a kind of the marketing mail service, and sets up contents of the mail(403). The contents selected by the member are brought from a contents **database** (404). A target advertisement is selected from an **advertisement** contents **database** according to the **marketing** electronic mail contents information, my information contents, using frequency and information from the affiliated company(405). The contents and target advertisement are combined and transmitted to the member(406). A reaction of the member to the electronic mail is confirmed(407). When the member clicks a hyperlink to add the electronic mail to my information(408), the clicked contents are stored in the member information **database** (409).

pp; 1 DwgNo 1/10

Title Terms: ELECTRONIC; MAIL; MARKET; SERVICE; AGENT; METHOD

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/16 (Item 15 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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014325574 \*\*Image available\*\*

WPI Acc No: 2002-146276/200219

**Method for offering broadcast type advertisement to web site via server of advertisement service company**

Patent Assignee: KIM S J (KIMS-I)

Inventor: KIM S J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001085148	A	20010907	KR 200010258	A	20000229	200219 B

Priority Applications (No Type Date): KR 200010258 A 20000229

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2001085148 A 1 G06F-017/60

Abstract (Basic): KR 2001085148 A

NOVELTY - A broadcast type advertisement service method is provided to enable an advertisement service company to receive an **order** of an advertisement service from an advertiser, to select web sites appropriate for a target **marketing**, to transmit the **advertisement** data to corresponding web sites, and to offer the advertisement data on a banner or an independent window of the web sites so that it can enhance an advertisement effect.

DETAILED DESCRIPTION - The method comprises the steps of an advertiser or an advertisement agency transmitting advertisement data to a **server** of an advertisement business company, the advertisement business company selecting target web sites for running the advertisement in, the advertisement business company transmitting an advertisement cost and an estimated analysis to the advertiser or the advertisement agency, the advertisement business company making a contract with the advertiser or the agency, the advertisement business company **server** transmitting the advertisement data and schedule to each target web site, the target web site updating the advertisement schedule and storing the transmitted advertisement data, the target web site broadcasting the stored advertisement data, the web site transmitting a page view, an impression, a click through or the number of access in a time span to the advertisement business company, the advertisement business company analyzing an advertisement effect and transmitting the analysis result to the advertiser or the agency.

pp; 1 DwgNo 1/10

Title Terms: METHOD; OFFER; BROADCAST; TYPE; ADVERTISE; WEB; SITE; SERVE; ADVERTISE; SERVICE; COMPANY

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

12/5/17 (Item 16 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014291160 \*\*Image available\*\*

WPI Acc No: 2002-111861/200215

**Advertising method using application software on internet**

Patent Assignee: KIM H S (KIMH-I)

Inventor: KIM H S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001081241	A	20010829	KR 20006440	A	20000211	200215 B

Priority Applications (No Type Date): KR 20006440 A 20000211

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2001081241 A 1 G06F-017/60

Abstract (Basic): KR 2001081241 A

NOVELTY - An advertising method using application software on the Internet is provided to perform an **advertisement** according to target **marketing** by enabling an **advertisement server** to receive and execute an **order** for the advertisement by application software.

DETAILED DESCRIPTION - Application software is operated by a



user(S600). A transmission unit for an Internet advertisement stands by a request message from the application software(S610). The request message from the application software is received(S620). It is judged whether the request message is a connection request(S630). It is judged whether a software capable of Internet advertisement(S640). A message for authenticating the connection is transmitted to the application software(S650). A connection state from the application software is recorded in a connection log by application software(S660). The transmission unit transmits a response to deny the connection to the application software(S670). It is judged whether contents of the message are for making a request for an advertisement(S680). Advertisement information is searched from a related **database** (S690). The advertisement information selected is transmitted to the application software(S700). Items for transmitting the advertisement are recorded in the connection log(S710).

pp; 1 DwgNo 1/10

Title Terms: ADVERTISE; METHOD; APPLY; SOFTWARE

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/18 (Item 17 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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014253014 \*\*Image available\*\*

WPI Acc No: 2002-073714/200210

**Electronic commerce method utilizing commercial message**

Patent Assignee: LEE S Y (LEES-I)

Inventor: LEE S Y

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001074241	A	20010804	KR 200119734	A	20010413	200210 B

Priority Applications (No Type Date): KR 200119734 A 20010413

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
KR 2001074241	A	1	G06F-017/60	

Abstract (Basic): KR 2001074241 A

NOVELTY - An electronic commerce method utilizing commercial messages is provided to display a specific mark in a TV commercial message, broadcasted before a TV program is started, so that a customer can access a marketing **server** and make an **order** within the broadcasting time of the program.

DETAILED DESCRIPTION - If a TV program and an advertisement, in which a specific mark is going to be displayed, are selected by an **advertiser** and a **marketing server** (S200), the **marketing server** modifies and stores the goods **order** information data to be outputted to customers at the broadcasting time of the selected program(S210). The marketing **server** notifies TV media of the TV program and the advertisement so that the commercial message can be broadcasted(S220). The TV media broadcasts the commercial message of the TV program after inserting the specific mark in the commercial message(S230). After recognizing the specific mark while watching television(S240), a customer accesses the marketing **server** and executes the **order** and settlement of desired goods(S250).

pp; 1 DwgNo 1/10

Title Terms: ELECTRONIC; METHOD; COMMERCIAL; MESSAGE  
Derwent Class: T01  
International Patent Class (Main): G06F-017/60  
File Segment: EPI

12/5/19 (Item 18 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013995497 \*\*Image available\*\*  
WPI Acc No: 2001-479712/200152  
XRPX Acc No: N01-355214

**Marketing system has multiple customer layers updated by sorting of potential customer information so that higher order layer is segregated**  
Patent Assignee: PARUTECH KK (PARU-N)  
Number of Countries: 001 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Week  
JP 2001175713 A 20010629 JP 99364525 A 19991222 200152 B

Priority Applications (No Type Date): JP 99364525 A 19991222  
Patent Details:  
Patent No Kind Lan Pg Main IPC Filing Notes  
JP 2001175713 A 8 G06F-017/60

Abstract (Basic): JP 2001175713 A

NOVELTY - The marketing system has customer **database** containing potential customer information that is sorted out to form general customer layer (11), prospective customer layer (12) and purchase **order** customer layer (13). The customer layer distribution is updated by sorting customer information so that higher- **order** layer is segregated.

USE - For marketing goods.

ADVANTAGE - Marketing strategy is efficient as higher- **order** customer layer is targeted due to effective segregation of customer. Also cost of marketing is reduced as target groups are efficiently contacted due to segregation information. Mass **marketing** and **advertisement** impact is increased by targeting higher- **order** layer.

DESCRIPTION OF DRAWING(S) - The figure shows the explanatory drawing of multi-layer customer base. (Drawing includes non-English language text).

General customer layer (11)  
Prospective customer layer (12)  
Purchase **order** customer layer (13)  
pp; 8 DwgNo 1/5

Title Terms: MARKET; SYSTEM; MULTIPLE; CUSTOMER; LAYER; UPDATE; SORT;  
POTENTIAL; CUSTOMER; INFORMATION; SO; HIGH; **ORDER** ; LAYER; SEGREGATE  
Derwent Class: T01  
International Patent Class (Main): G06F-017/60  
File Segment: EPI

12/5/20 (Item 19 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013978768 \*\*Image available\*\*  
WPI Acc No: 2001-462982/200150

**Advertising method using advertising server on internet**

Patent Assignee: PROMO21 CO LTD (PROM-N); JUNMAN CO LTD (JUNM-N)

Inventor: LEE S J

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001007712	A	20010205	KR 200033430	A	20000617	200150 B
KR 388152	B	20030618	KR 200033430	A	20000617	200369

Priority Applications (No Type Date): KR 200033430 A 20000617

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2001007712	A		1	G06F-017/60	
KR 388152	B			G06F-017/60	Previous Publ. patent KR 2001007712

Abstract (Basic): KR 2001007712 A

NOVELTY - An advertising method using an advertising **server** on the internet is provided to insert an advertisement of various functions without the necessity of reloading a webpage by outputting an advertisement.

DETAILED DESCRIPTION - When a **database** is constructed in an advertising **server**, an advertising **server** compares a query of target **market** and a query of the characteristic of a webpage using a previously stored program, in **order** to detect a webpage having an identical query. The advertising **server** judges whether there is other advertisement file linked with the detected webpage, detects a webpage not linked with an advertisement file and links the webpage to an advertisement file requested by an advertiser. If a user accesses a media company **server** using his terminal, the media company **server** outputs its webpage and simultaneously the advertising **server** detects an advertisement file corresponding to the webpage from the advertisement **database** and inserts the advertisement in a required portion of the webpage. If the advertising **server** outputs the advertisement in the webpage, an advertisement analysis **database** in the advertising **server** increases +1 to an insertion number for the output advertisement.

pp; 1 DwgNo 1/10

Title Terms: ADVERTISE; METHOD; ADVERTISE; SERVE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

12/5/21 (Item 20 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013956085 \*\*Image available\*\*

WPI Acc No: 2001-440299/200147

XRPX Acc No: N01-325614

Records **classifying method** in database, involves selecting set of records **by ranking** records in which each of the record of selected **set satisfies selection criteria**

Patent Assignee: EXCHANGE APPL INC (EXCH-N)

Inventor: **THEARLING K**

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6240411	B1	20010529	US 9897875	A	19980615	200147 B

Priority Applications (No Type Date): US 9897875 A 19980615

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
US 6240411 B1 22 G06F-017/30

Abstract (Basic): US 6240411 B1

NOVELTY - The method involves providing model for ascertaining characteristic of individual **records** . Selection criteria such as query including reference to the model is formed. The first model is executed using the reference to generate a value for characteristic of one of several **records** . The selected set of **records** is selected by ranking the **records** in which each of the **record** satisfies the selection criteria.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- (a) Campaign management system;
- (b) Method of selecting **records** ;
- (c) Method of resolving selection criteria;
- (d) Method of forming selection criteria;
- (e) Method of using campaign management system

USE - For **records** classification in **database** for commercial application.

ADVANTAGE - The **records** are classified by selecting a set of **records** by ranking the **records** in which each **record** of the selected set satisfies a selection criteria having a query, thereby the difficulty in coordinating and combining use of more than one model within a campaign management program, is reduced and effectiveness is improved.

DESCRIPTION OF DRAWING(S) - The figure shows the performance of campaign management having model for use in generating field of the **database** .

pp; 22 DwgNo 6/12

Title Terms: **RECORD** ; CLASSIFY; METHOD; **DATABASE** ; SELECT; SET; **RECORD** ; RANK; **RECORD** ; **RECORD** ; SELECT; SET; SATISFY; SELECT; CRITERIA

Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

12/5/22 (Item 21 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013816021 \*\*Image available\*\*

WPI Acc No: 2001-300233/200131

XRPX Acc No: N01-215443

**Computerized marketing method for consumer Internet interfaces using central information repository and transaction server**

Patent Assignee: I2 TECHNOLOGIES INC (ITWO-N)

Inventor: BURCHETT C; BURCHETT K

Number of Countries: 087 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200127834	A2	20010419	WO 2000US27818	A	20001009	200131 B
AU 200078736	A	20010423	AU 200078736	A	20001009	200147

Priority Applications (No Type Date): US 2000684074 A 20001008; US 99158656 P 19991008

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
WO 200127834 A2 E 24 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG UZ VN YU ZA ZW  
Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW  
AU 200078736 A G06F-017/60 Based on patent WO 200127834

Abstract (Basic): WO 200127834 A2

NOVELTY - Method consists in obtaining consumer information from their interface devices, building consumer profiles, determining future availability of products from manufacturers, selecting a set of consumers using the profiles and availability to receive product promotions, and making a sales promotion to the set. When an **order** is received from a consumer the product is shipped and the product promotion is selected for a certain time with the manufacturer discount.

DETAILED DESCRIPTION - There are INDEPENDENT CLAIMS for (1) a method of providing promotional information to a consumer and (2) a system for selling products to a consumer.

USE - Method is for consumer buying over the Internet.

ADVANTAGE - Method enables manufacturers to market to individual consumers.

DESCRIPTION OF DRAWING(S) - The figure shows the subsystems involved in consumer **marketing campaigns**.

pp; 24 DwgNo 2/6

Title Terms: MARKET; METHOD; CONSUME; INTERFACE; CENTRAL; INFORMATION; REPOSITORY; TRANSACTION; SERVE

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

12/5/23 (Item 22 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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013514687 \*\*Image available\*\*

WPI Acc No: 2000-686633/200067

XPX Acc No: N00-507684

**Shipping order handling method using internet, involves placing shipping order in server for forwarding it to forwarders to further submit bids for selection**

Patent Assignee: FREIGHTMART.COM CORP (FREI-N)

Inventor: TANGKILISAN C Y

Number of Countries: 089 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200046718	A2	20000810	WO 2000US2888	A	20000202	200067 B
AU 200034824	A	20000825	AU 200034824	A	20000202	200067

Priority Applications (No Type Date): US 2000493823 A 20000128; US 99118477 P 19990203

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200046718 A2 E 39 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR

IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW  
AU 200034824 A G06F-017/60 Based on patent WO 200046718

Abstract (Basic): WO 200046718 A2

NOVELTY - The shipping **order** placed in **server** (260) through internet (250) by shipper computers (210,220), is forwarded to forwarder computers (230,240). The bids submitted by the forwarders is provided to the shipper, for selection. The shipper selects a specific bid and notifies the forwarder.

DETAILED DESCRIPTION - The shipping **order** includes physical characteristics of an item being shipped, time for picking up the item, time for delivering the item, preferred method of delivery of the item. INDEPENDENT CLAIMS are also included for the following:

- (a) shipping system;
- (b) program product;
- (c) business shipping model

USE - For handling shipping **order** between shipper and forwarder, using internet.

ADVANTAGE - Helps the shipper to save time and money by providing the shipper with multiple bids in a short window of time. The forwarder can reduce their overhead costs associated with hiring and training customers service and operation staff. The cost of **marketing** and **advertising** is reduced. Reduces shipping surplus and maximizes revenue per shipment.

DESCRIPTION OF DRAWING(S) - The figure shows a computer network environment where shippers and forwarders communicate with the service provider's **server** system via the internet.

Shipper computer (210,220)  
Forwarder computers (230,240)  
Internet (250)  
**Server** (260)

pp; 39 DwgNo 2/6

Title Terms: SHIPPING; **ORDER** ; HANDLE; METHOD; PLACE; SHIPPING; **ORDER** ;  
SERVE; FORWARDING; FORWARDING; SUBMIT; BID; SELECT

Derwent Class: T01

International Patent Class (Main): G06F-017/60

File Segment: EPI

12/5/24 (Item 23 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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011752478 \*\*Image available\*\*

WPI Acc No: 1998-169388/199815

XRPX Acc No: N98-134438

**Identification tag method for developing marketing database - involves distributing tags that attach to articles and require tag holder to register with database to trace lost articles**

Patent Assignee: BARON D (BARO-I); TARPEY B (TARP-I)

Inventor: BARON D; TARPEY B

Number of Countries: 076 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9808202	A2	19980226	WO 97US14020	A	19970808	199815 B
AU 9741475	A	19980306	AU 9741475	A	19970808	199830
US 5809481	A	19980915	US 96694201	A	19960808	199844

Priority Applications (No Type Date): US 96694201 A 19960808

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
 WO 9808202 A2 E 25 G08B-000/00  
 Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU  
 CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV  
 MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ  
 VN  
 Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT  
 KE LS LU MC MW NL OA PT SD SE SZ UG ZW  
 AU 9741475 A G09F-003/00 Based on patent WO 9808202  
 US 5809481 A G06F-017/48

Abstract (Basic): WO 9808202 A

The system for creting a marketing **database** involves a tag and a registering process. The tags (4) are distributed to potential customers and may include an advertisment. The tags are intended to be attached to articles, e.g. a case, They provide a contact telephone number (11) to be used by someone finding a lost article. The tag also has a unique tag number (10).

When the tag is received the holder is encouraged to register with a **database** holder in **order** that, tagged, lost articles can be returned. The **database** that is created to trace owners of lost articles can be extracted and supplied to **marketing** companies for **advertising** purposes.

ADVANTAGE - Provides a method of promotional advertising, **database** creation and can be used on articles of any size.

Dwg.2/7

Title Terms: IDENTIFY; TAG; METHOD; DEVELOP; MARKET; **DATABASE** ; DISTRIBUTE ; TAG; ATTACH; ARTICLE; REQUIRE; TAG; HOLD; REGISTER; **DATABASE** ; TRACE; LOST; ARTICLE

Derwent Class: P85; T01

International Patent Class (Main): G06F-017/48; G08B-000/00; G09F-003/00

International Patent Class (Additional): **G06F-017/60** ; G06F-019/00

File Segment: EPI; EngPI

12/5/25 (Item 24 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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011482124 \*\*Image available\*\*

WPI Acc No: 1997-460029/199743

XRFX Acc No: N97-383020

**Graphical user interface for computer database processing system - generates display object for each segment defined by selection criterion, which has size and appearance determined according to segment value, mechanism displays display object of each segment in order according to segment value**

Patent Assignee: PILOT SOFTWARE INC (PILO-N)

Inventor: BOURGOIN M O; SMITH S J; STONE E M; **THEARLING K H**

Number of Countries: 011 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 797162	A2	19970924	EP 97301935	A	19970321	199743 B
AU 9715157	A	19970925	AU 9715157	A	19970307	199748

Priority Applications (No Type Date): US 96620638 A 19960322

Cited Patents: No-SR.Pub

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
 EP 797162 A2 E 18 G06F-017/30

Designated States (Regional): AT BE CH DE ES FR GB IE IT LI  
AU 9715157 A G09G-005/14

Abstract (Basic): EP 797162 A

The interface includes segments defined by a selection criterion and the criterion is applied to the computer **database** one segment value for the segment computed from the **database** variables of entities in the segment.

The interface generates (fig 9) a display object for each segment, which has a size determined according to the segment value, and an appearance determined by the segment value. The mechanism for displays the display object of each segment in an order according to the segment value.

USE/ADVANTAGE - Relates to computer **databases** for example relational, object oriented and multidimensional computer **databases**. Improves presentation and exposition of relationships among and between data.

Dwg.9/13

Title Terms: GRAPHICAL; USER; INTERFACE; COMPUTER; **DATABASE**; PROCESS; SYSTEM; GENERATE; DISPLAY; OBJECT; SEGMENT; DEFINE; SELECT; CRITERIA; SIZE; APPEAR; DETERMINE; ACCORD; SEGMENT; VALUE; MECHANISM; DISPLAY; DISPLAY; OBJECT; SEGMENT; ORDER; ACCORD; SEGMENT; VALUE

Derwent Class: P85; T01

International Patent Class (Main): G06F-017/30; G09G-005/14

File Segment: EPI; EngPI

12/5/26 (Item 25 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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011034332 \*\*Image available\*\*

WPI Acc No: 1997-012256/199701

XRPX Acc No: N97-010601

**Multilevel marketing system - carries out marketing activities by providing and maintaining database of participants, each being sponsors for or sponsored by other participants**

Patent Assignee: RECOGNITION GROUP LTD (RECO-N)

Inventor: MCDONALD S P; SELMAN B J

Number of Countries: 070 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9636926	A1	19961121	WO 96NZ46	A	19960520	199701 B
AU 9658473	A	19961129	AU 9658473	A	19960520	199712

Priority Applications (No Type Date): NZ 272869 A 19950825; NZ 270730 A 19950518; NZ 270731 A 19950518

Cited Patents: EP 308224; GB 2206265; US 4850007; WO 9404979

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 9636926	A1	E	38	G06F-017/60	

Designated States (National): AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN  
Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG

AU 9658473 A G06F-017/60 Based on patent WO 9636926

Abstract (Basic): WO 9636926 A

**Marketing** activities use **advertising**, **market** research,



shopping and similar services. Participants interact with a computer system to receive **advertising** , respond to **market** surveys, or place purchase **orders** . The participants form a network which is administered by a network organiser through the computer system.

Each participant is rewarded according to the activity of others who are sponsored as down-line participants in the network. The participants are encouraged to continue their own activity rather than simply recruit and sponsor new participants.

ADVANTAGE - Growing number of interested participants benefit through ease of access to product information and from individual cash rewards based on their own activity.

Dwg.3/9

Title Terms: MULTILEVEL; MARKET; SYSTEM; CARRY; MARKET; ACTIVE; MAINTAIN;  
**DATABASE** ; PARTICIPATING; PARTICIPATING

Derwent Class: T01

International Patent Class (Main): **G06F-017/60**

File Segment: EPI

**12/5/27** (Item 26 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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010331835 \*\*Image available\*\*

WPI Acc No: 1995-233527/199531

XRPX Acc No: N95-182020

**Automatic database compilation system for customer information of bank cheque data - provides system for acquisition, compilation, storage and retrieval of customer profile information printed and written on bank cheques tendered as payment by customers in retail transactions**

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC )

Inventor: OSTRANDER J B

Number of Countries: 004 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 661654	A2	19950705	EP 94118001	A	19941115	199531 B
CA 2131667	A	19950630	CA 2131667	A	19940908	199539

Priority Applications (No Type Date): US 93174852 A 19931229

Cited Patents: No-SR.Pub

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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EP 661654	A2	E	11	G06F-017/60	
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Designated States (Regional): DE FR GB

CA 2131667	A			G06F-015/30	
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Abstract (Basic): EP 661654 A

The system comprises a cheque handling and transport unit receiving and transporting (17) several cheques successively along a cheque scanning line. The non-magnetically encoded printed, typed and handwritten characters appearing on the cheques are detected and recognised (24).

The characters are converted to electrical signals indicative of the characters in character **order** . The selected items of data are stored for each cheque (25).

USE/ADVANTAGE - In **order** to automatically and rapidly read, store, manipulate, manage and update customer information for use by business payees for other than completing cheque payment process, automatic customer information **database** compilation system may be embodied as component of commercially available high speed document

handling reader and sorter system. Access to **marketing** or  
**advertising** company for use as research **database** for business  
promotion.

Dwg.2/4

Title Terms: AUTOMATIC; **DATABASE** ; COMPILE; SYSTEM; CUSTOMER; INFORMATION;  
BANK; CHEQUE; DATA; SYSTEM; ACQUIRE; COMPILE; **STORAGE** ; RETRIEVAL;  
CUSTOMER; PROFILE; INFORMATION; PRINT; WRITING; BANK; CHEQUE; PAY;  
CUSTOMER; RETAIL; TRANSACTION

Derwent Class: T01

International Patent Class (Main): G06F-015/30; **G06F-017/60**

International Patent Class (Additional): G06F-157-00

File Segment: EPI